

PHILIP MORRIS  
U.S.A.  
INTER-OFFICE CORRESPONDENCE  
RICHMOND, VIRGINIA

To: . Mr. R. N. Thomson Date: August 8, 1973  
From: . J. E. Wickham ✓  
Subject: . Comparison of Market Survey #13 Data of TITL versus Philip Morris

The tar and nicotine data generated by TITL on the Thirteenth (13th) Market Survey show good agreement with data published in the Philip Morris C. I. Report dated December, 1972 (Graphs I and II).

The samples for the 13th survey were obtained by the Federal Trade Commission (FTC) in December, 1972, from the market place.

The overall average for the 130 brands tested in Market Survey #13 for tar and nicotine are as follows:


	<u>TAR, MG/CIGT.</u>	<u>NICOTINE, MG/CIGT.</u>
TITL	17.8	1.23
Philip Morris	17.9	1.26

A complete report will be issued regarding a comparison of FTC, TITL, and P. M. data when the FTC data is available.

/wt

Attachment

cc: Dr. H. R. Wakeham  
Mr. F. E. Resnik  
Dr. R. B. Seligman  
Dr. W. Steele (TITL)



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